

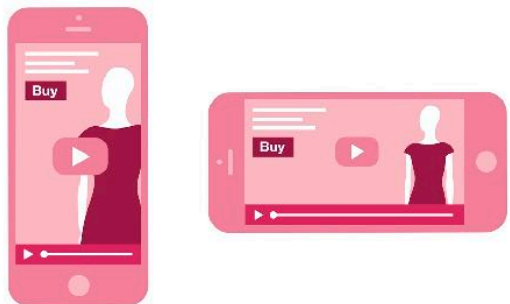
# Video at scale

In-app mobile video advertising offers marketers the opportunity to engage audiences at scale with high-impact branded content. These ads stream seamlessly at natural pauses during app usage, so the user experience isn't interrupted mid-stream or gated pre-roll.

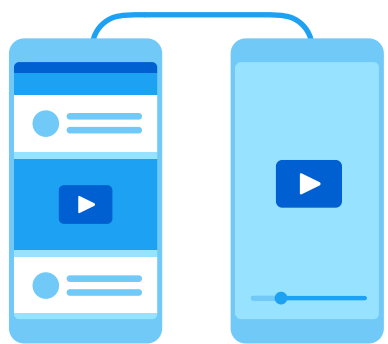
## Video-enabled ad formats



User-initiated, non-skippable fullscreen video ads offer the **highest video completion rates** (avg. 93% on MoPub\*), because users opt-in. Like all video ads on MoPub, sound autoplays unless the device is in silent mode.

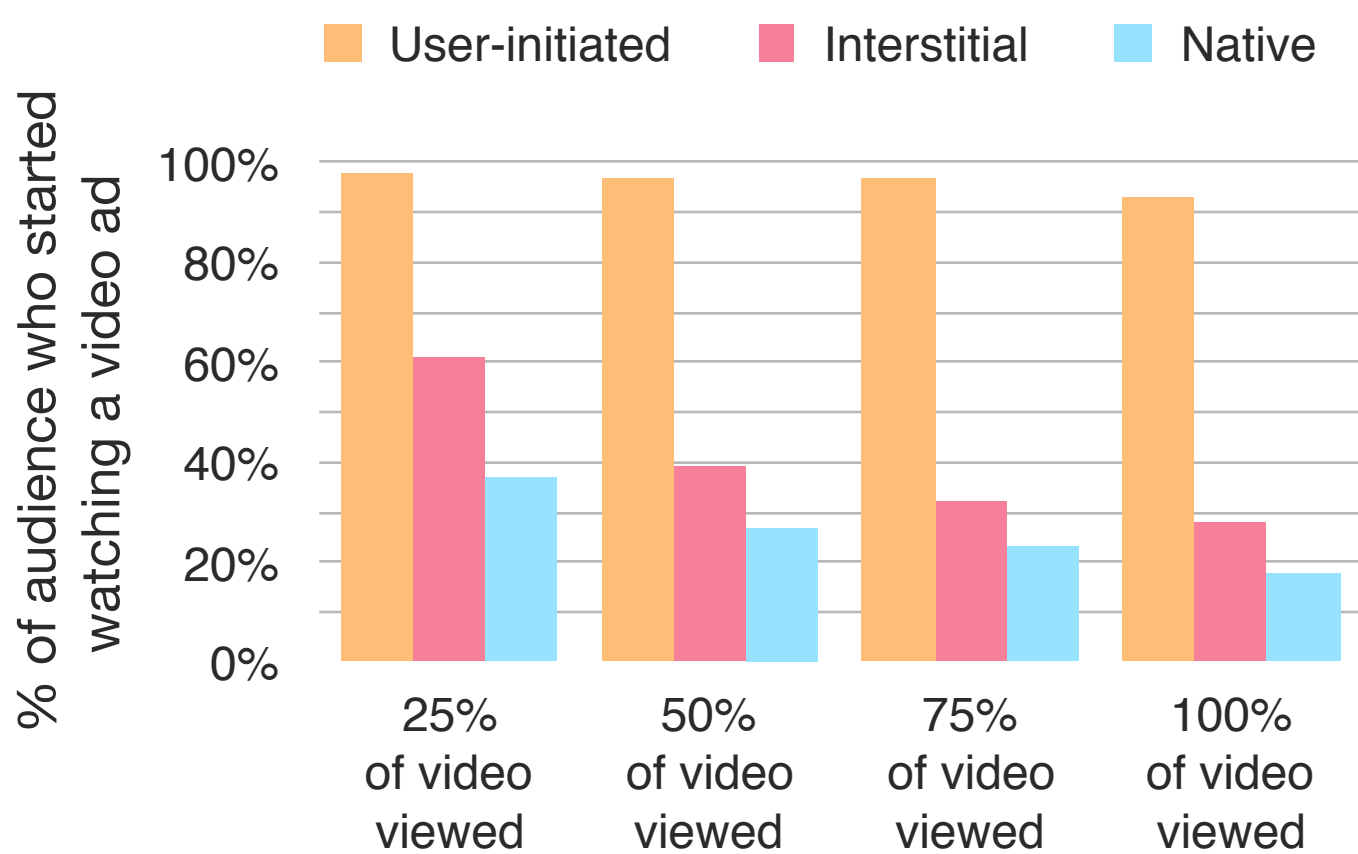


Interstitial video ads are the most popular ad size among marketers because they **capture users' undivided attention** by filling the entire screen during a natural transition in the app, and offer additional branding in the end card.



Native video ads offer a **seamless user experience** by matching the look and feel of the app in which they appear. When a user clicks on a native ad, it expands to a full-screen video.

Video completion rate quartiles by ad format\*



Last year in the US, time spent on mobile devices surpassed time spent watching TV. Meanwhile, **90% of time spent on mobile devices is in-app.**

Source: eMarketer, Time Spent with Media 2019

**98%** MoPub video ads are full-screen, autoplay, sound-on

**192M** Daily active video users on MoPub

**6.6B** Daily available video impressions on MoPub

**4.2B** Daily non-skippable video impressions on MoPub

\*Source: MoPub Analytics, Aug 22 - Sep 21, 2019

This data is provided "AS IS" and for information purposes only, and while efforts are made to ensure accuracy, errors may arise.

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